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Message Text

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ACTION ARA-14

INFO OCT-01 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 PRS-01 /053 W
----------116462 061725Z /50
P 061455Z SEP 77
FM AMEMBASSY CARACAS
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9101

UNCLAS CARACAS 8783

E.O. 11652: N/A
TAGS: BEXP VE
SUBJ: FINAL SHOW CABLE-METAL-QUIPOS '77

FOR: COMMERCE BIC/OIM/GARNITZ/FOGLESONG/BREWER

1. METAL-QUIPOS'77

2. THOMAS ALVA EDISON BUILDING, CARACAS, VENEZUELA; AUGUST 29-
SEPTEMBER 3, 1977.

3. FORTY-NINE PARTICIPANTS SEVENTY-TWO EXHIBITORS.

4. SOLD DURING EXHIBITION BY NTM $675,400 BY OTM $739,900
TOTAL $1,414,900.

5. PROJECTED SALES SUBSEQUENT TWELVE MONTHS:

6. ELEVEN EXHIBITORS SOUGHT EXREPS ELEVEN AGREEMENTS SIGNED AT
SHOW AND NINE EXPECTED TO BE SIGNED IN NEXT TWELVE MONTHS.
THE ELEVEN EXHIBITORS WERE PROVIDED WITH ONE HUNDRED THIRTYTWO
CANDIDATES OR TWELVE PER COMPANY.

7. TRADE VISITORS REGISTERED ELEVEN HUNDRED AND CONSERVATIVE
ESTIMATE OF OPENING DAY VISITORS UNREGISTERED AT FIVE HUNDRED.
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8. OUTSTANDING SUCCESS STORIES:
A) BRADBURY (NTM) 150,000 DOLLARS OFF THE FLOOR AND PROJECTS
1,000,000 DOLLARS. APPOINTED THREE AGENTS.
B) C-E CAST (NTM) 45,000 DOLLARS OFF THE FLOOR AND PROJECTS
250,000 DOLLARS. APPOINTED AGENT.
C) HARTFORD SPECIAL MACHINERY (NTM) 140,000 DOLLARS OFF THE

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FLOOR AND PROJECTS 950,000 DOLLARS.
D) KEARNEY & TRECKER (OTM) PROJECTS 500,000 DOLLARS.
E) LINCOLN ST. LOUIS (NTM) 10,000 DOLLARS OFF THE FLOOR AND
PROJECTS 300,000 DOLLARS.
F) SOLA BASIC (NTM) PROJECTS 300,000 FOLLARS. APPOINTED AGENT.
G) UNION CARBIDE (OTM) 100,000 DOLLARS OFF THE FLOOR AND PROJECTS
500,000 PLUS DOLLARS.

9. SEVEN EXHIBITORS WERE IN SMALL COMPANY CATEGORY; FORTY-
FIVE IN MEDIUM COMPANY CATEGORY; AND TWENTY WERE IN LARGE COMPANY
CATEGORY.

10. FIFTY EXHIBITORS FULLY ACHIEVED THEIR PRIMARY OBJECTIVE;
SEVEN PARTIALLY; AND FIFTEEN DID NOT AND THIS LARGELY DUE TO
FACT THEIR PRICES OR PRODUCT UNSUITABLE TO MARKET.

11. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS
REPORTS:
A) APPLIED POWER-ATTENTION AND ASSISTANCE BY U.S. DEPARTMENT OF
COMMERCE HAS BEEN VERY GOOD;
B) BLACK AND DECKER-A WELL ORGANIZED EXHIBITON WHERE WE ACHIEVED
OUR OBJECTIVE;
C) E.W. BLISS DIVISION-BASED ON PREVIOUS EXHIBITIONS THE CALIBRE
OF VISITORS HERE WAS COMPARATIVELY HIGH, SERIOUSLY INTERESTED;
D) BRADBURY-I CONSIDER THAT THE EXHIBITION HAS HELPED US OBTAIN
A REPRESENTATIVE TO PURSUE THE AVAILABLE MARKET;
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E) C-E CAST- SHOW WAS WORTHWHILE AS AN INITIAL MARKETING
STEP IN VENEZUELA. FINDING A GOOD AGENT WHO CAN CARRY ON
MARKETING EFFORTS STARTED AT THE SHOW WAS THE MAJOR BENEFIT;
F) EASON SPARCATRON-SHOW WAS VERY WELL PLANNED. PERSONNEL VERY
HELPFUL AND KNOWLEDEABLE;
G) ENGIS CORPORATION-GOOD RESPONSE FROM EXHIBITING AND POTENTIAL
CUSTOMERS;
H) FENWAY MACHINE CO.- ALL OFFICES AND REPRESENTATIVES OF COMMERCE
HELPFUL AND COOPERATIVE IN ALL WAYS. EXCELLENT JOB. ALSO
ARRANGED FOR ME TO SEE RIGHT PERSONS FOR SALES.
I) HANSVEDT ENGINEERING-COULD NOT HAVE EQUALLED THE BENEFITS
ANY OTHER WAY;
J) HARTFORD SPECIAL MACHINERY-SHOW WAS WELL ORGANIZED AND FROM
OUR VIEWPOINT WAS WELL-WORTHWHILE. ALL OF OUR KEY PEOPLE
AND CUSTOMERS WERE IN ATTENDANCE;
K) LINCOLN ST. LOUIS-CONTACTS WERE LIMITED BUT OF HIGH QUALITY.
THE FIRMS THAT WE WANTED TO SEE (THOSE THAT COULD GIVE US LARGE
VOLUME) CAME TO THE SHOW. VERY PRODUCTIVE;
L) THE LOCKFORMER COMPANY-GOOD SHOW, BUT QUALITY WAS EXCELLENT.
SHOW PERSONNEL EXCELLENT. USDOC STAFF ALL TOTALLY COOPERATIVE;
M) QUALITY MEASUREMENT-RESULTS WERE GOOD. PEOPLE SHOWED INTEREST
ON THIS LINE AND IT HAS A GOOD POTENTIAL;

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N) RIDGE TOOL-THE DEPARTMENT OF COMMERCE HAS DONE AN EXCELLENT
JOB OF SETTING UP AND ORGANIZING THIS FAIR, BOTH IN THE PHYSICAL
SENSE OF PROVIDING THE EXHIBITORS WITH AN ATTRACTIVE BUILDING
AND STAND AND RELATED SERVICES, GETTING MERCHANDISE TO US AND
PROVIDING BACK UP SERVICES. ALSO THEY HAVE DONE AN EXCELLENT
JOB OF COORDINATING THE SET UP OF THE SHOW. ON SCALE OF
1 TO 10, I WOULD GIVE THIS SHOW AN 8;
O) SOLA BASIC-EXCELLENT RESPONSE TO PRE-EXHIBITION MAILINGS
IN TERMS OF QUALITY;
P) SWECO-EXCELLENT ORGANIZED;
Q) TESCOM-EXHIBITION PROVIDED LEADS AND SALES;
R) UNION CARBIDE-THE SHOW WAS VERY ACTIVE AND INSTALLATION
SERVICES WERE GREAT;
S) W.A. WHITNEY-OUTSTANDING SHOW ORGANIZATION.
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12. EMBASSY CARACAS PROVIDED UNSTINTED ASSISTANCE BOTH PRIOR
TO AND DURING EVENT, THUS CONTRIBUTING MATERIALLY TO ITS SUCCESS.
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Copy: SINGLE
Sent Date: 06-Sep-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Executive Order: N/A
Errors: N/A
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Handling Restrictions: n/a
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Review Withdrawn Fields: n/a
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TAGS: BEXP, VE
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